



# Owl Day Sale

Monday ONLY, Sept. 13

- |   |                            |
|---|----------------------------|
| One 75c Owl Theatrical Cream and                  | Combination for <b>79c</b> |
| One 35c Kleenex                                   |                            |
| One 50c KCL or RIM Tooth Paste and                | Combination for <b>59c</b> |
| One 35c Tooth Brush with colored celluloid handle |                            |
| One 35c Red Feather Shaving Cream and             | Combination for <b>39c</b> |
| One "Pal" Auto Strop Razor with 1 blade and strop |                            |

Take Your Discount in S & H GREEN STAMPS

Double Stamps Wednesdays



**BEACON DRUG CO.**  
The Owl Agent  
1519 Cabrillo Torrance

## Chrysler Agency Will Open Doors in Torrance on Friday

Another automobile dealer will make Torrance his headquarters when the Chrysler agency opens its new showroom at 1230 El Prado here Friday.

John B. Kitzelman is manager of this new agency. He brings to his position here 14 years of experience in the automobile business with General Motors and Hudson-Essex. For the past four years he has been in the automobile sales business.

Models of the four types of Chryslers will be on display at the opening Friday, and the public is cordially invited to come and inspect them.

The four types of Chryslers are Types 50, 60, 70 and 80—each type deriving its name from the speed per hour at which it may safely be driven all day.

Walter P. Chrysler's widely discussed development of his new manufacturing principle—quality standardization—and what it means to the motor car public were described in a statement recently issued by J. E. Fields, vice-president of the Chrysler Corporation. His statement follows:

"The Chrysler four-car plan of quality standardization—the only one of its kind in operation in the world today—reduces processes and practices of building automobiles to an engineering, machining, mechanical and manufacturing absolute. Nothing is left to chance. Men and machines alike must deliver to each operation in every car we build an unvarying maximum of precision and excellence.

"Standardized quantity production is an old story in the automobile industry, but standardized quality is a brand new achievement."

"Mr. Chrysler is intensely individualistic, contemptuous of manufacturing conventions, and unawed by engineering traditions unless they can be developed. There is scarcely a phase in the engineering, design, manufacturing or distributing of motor cars that has not felt the influence of his ideas. In the last three years, particularly, his organization's achievements have been probably the most discussed in the automobile industry."

"But he is not hide-bound in his individualism. He believes in surrounding himself with strong men. These men have created and contributed much to the industry. He works with them and they with him as fellow craftsmen. His special genius is in subjecting all manufacturing practice to an absolute standardization of quality."

"I do not feel that it is overstressing the facts to say that this Chrysler principle of standardized quality manufacture is already beginning to revolutionize the buying of cars in every field. Chrysler is today covering every market, under this plan, from \$750 to the finest car money can buy."

"This standardized quality at one step eliminates purchaser's risk, ends the buyer's doubts and fears as to quality, makes possible the purchase of any of the four Chrysler types with the positive assurance that the quality in each is equally assured. This is true because all four cars are built to the same quality standards and must pass the same inspections in relation to the tasks they are asked to perform."

## L. A. Conservatory of Music Opens Branch in Torrance

Within the past two weeks an important addition to the educational opportunities of Torrance has been made in the establishment here of a branch of the Los Angeles Conservatory of Music and Arts.

An enrollment of 15 pupils is already reported, with prospects of an immediate increase as soon as the fact of the opening of the school here is well understood.

Miss Ruby Parry of the dramatic arts department of the conservatory has been in the city, acting as registrar, and has succeeded in arousing a great deal of interest in the community in the proposed work of the school. The courses, as outlined, are scientifically prepared and designed to fit the pupil for a teaching or a professional career, if such is desired.

Miss Elsie Teal, who is well known to the residents of Torrance, and whose professional talents have been recognized by leading authorities in music, has been chosen to have charge of the work. Miss Teal is already engaged in teaching in the conservatory's main school in Los Angeles, and will also appear as pianist at the first artists' concert to be given by the conservatory, at 715 South Park View, on Wednesday, Sept. 15, at 8 o'clock.

Miss Virginia Watson, who has been doing special work in harmony and musical theory at the University of Southern California, has been engaged to assist in the music department. For the other departments of dramatic art and dancing teachers will be provided from the conservatory as there is need of them.

**Well Established**

In the 43 years that have passed since the founding of the Los Angeles conservatory, it has established itself as a leading school in music and allied arts. It has not only built up a large following in its main establishment, but it has set up many branches in the smaller cities of this section which have contributed to its success, and some of which have had a surprising growth. An instance of the interest which has been aroused is shown in Alhambra, where a branch was set up early this year which now has an enrollment of 300 pupils.

Work in Torrance will be carried on for the present at the residence of Miss Teal, 1304 Portola avenue, but as soon as it is warranted regular studios will be acquired in a downtown location.

**YOUR GIRL AND YOUR BOY**  
By Arthur Dean, S.C.D.  
The Parent Counsellor

**FEELING VERY HAPPY**

Is the process of self-determination in colleges increasing? Or, to deflate these "high-brow" words, is the right to just what one pleases on the increase among the students in our higher institutions?

A while ago I told you about the Harvard idea that seniors need not attend classes unless they had the urge; and now these blossoms forth this idea: "The days of compulsion at the university are drawing to a close. If students do not like the professor, or if his instruction is incompetent, then students have the inalienable right to walk out."

Shades of John Harvard, Elihu Yale and William Renshaw Harper ask you: "Whither are we drifting?"

Under these two revolutionary schemes the deans could discover two things: which were the earnest students, and which instructors taught effectively. Two things well worth discovering.

The question is: How would these plans work out? Let's see what happened when Dartmouth College made religion attractive and at the same time removed the compulsory feature of attendance upon chapel.

In 1924 morning chapel was made voluntary. Instead of being obliged to get out of bed at 7:30 and attend the 7:45 religious exercises, the boys might attend at 5:30 p. m. if they so desired. The services are short and the college glee club comprises the chorus.

What more could one desire? Freedom, liveliness, good singing. Did the attendance on the self-determination basis jump to "standing room only"?

It did not. Under the old compulsory system the average chapel attendance was around one thousand. Under the new voluntary system the average attendance ranges from forty to seventy-five students! Clearly two things have been discovered: which are the earnest students of religious living; and what the students, as a group, think of their religious instruction.

The religious director says: "I feel very happy about the entirely new spirit that has come with the abolition of compulsion. In the recent past daily services were worse than a joke—blasphemy under the name of religion. The men would cough, read books and magazines, and talk with one another. Even during the Sunday services, when some very excellent musical programs were given, there was always the feeling that the lid might blow off at any minute. This undercurrent of unrest and boredom was by no means peculiar to Dartmouth. The same thing will be found wherever compulsion exists. I would rather have fifty interested men coming here willingly than fifteen hundred coming because they must."

"I fail to see any cause for 'feeling very happy.' Given the same self-determination in classroom instruction, I can picture similar results. They would not be so pronounced, of course, because after all there would remain the compulsion of passing examinations and acquiring credits toward degrees, so a wholesale desertion of the classroom would not occur. Still, the experiment is radical. It would be interesting to observe the results of such a procedure."

**Baker Smith**  
Carson Street  
**Jeweler**  
Swiss Watch Repairing  
a Specialty

Juvenile Apparel

at **Rappaport's** DEPARTMENT STORE  
Torrance

**COLLEGIATE STYLE CLOTHES**  
For the Boys and Youths  
Ages 4 to 19

You will be surprised at the unusually attractive line we are showing for boys of school age. Choice of Long Pants or Knickers.

New Shipment of  
**Caps, Shirts and Blouses**  
for Boys  
**TENNIS SHOES**  
For All Ages and Purposes

**MISSES' PURE SILK HOSE**  
Made with slender legs especially for young girls. The celebrated BEAR BRAND, recognized for its long service and good appearance.  
Colors: White, Nude, and Lark

**\$1.00 a pair**  
Also a Splendid Variety of 3/4 Socks  
Middies—\$1.95  
SERGE SKIRTS—\$3.95 to \$4.25  
(According to size)

These are regulation ALL WOOL BLUE SERGE SKIRTS, of exceptionally fine quality.

—introducing **KLEVER KIDS FOOTWEAR**  
A New Line of Juvenile Shoes

The KLEVER-KIDS will augment the already extensive line of Children's Footwear we have and will give you a most satisfactory assortment of styles and a wide range of prices.

**KLEVER-KIDS in both High and Low Shoes**  
**\$1.95 to \$3.95 pair** —According to size



## Humpty Dumpty

Cabrillo and Sartori, Torrance

Rubber Dollars! When trading at my stores your money is given elasticity, in fact, your dollar goes so far in buying food items that it seems like rubber. Here you are well paid for waiting upon yourself, everything plainly marked. Foods to be relied upon, clean stores, pleasant and courteous attendants.  
HUMPTY DUMPTY.

- GROCERY DEPARTMENT**
- |   |     |  |        |
|---|-----|--|--------|
| Del Monte Seedless Raisins, 11 oz. Pkg.           | 25c | Karo Syrup, Blue Label, 1 1/2 lb. can            | 10c    |
| 3 for   | 25c | 5 lb. can  | 30c    |
| Aunt Jemima Pancake Flour, Sm. Pkg.               | 10c | Libby Red Alaska Salmon, No. 1, Tall Can 27 1/2c |        |
| Lg. Pkg.  | 27c | Del Monte Tomato Sauce, per can                  | 5c     |
| Ball Mason Fruit Jars, Pts. 78c Dz., Qts. 93c Dz. |     | Spring Garden Peas, No. 1 can 15c, No. 2 can 22c |        |
| King Oscar Norwegian Sardines, No. 1/4 Can 15c    |     | Golden West Peanut Butter, 1 lb. can             | 25c    |
| Comet Brown Rice, 1 lb. Pkg.                      | 16c | 3 lbs.   | 72c    |
| Vero Grape Fruit, Per Can                         | 25c | Hershey Cocoa, 1/2 lb. 16c, 1 lb. 30c            |        |
| Del Monte Catsup, 1/2 Pt. 13c, Pts. 17 1/2c       |     | Gold Dust, Sm. pkg. 8c                           |        |
|   |     | Lge. Pkg.  | 28c    |
|   |     | Libby Sliced Peaches, No. 1 can                  | 15c    |
|   |     | No. 2 can  | 25c    |
|   |     | Our Special Flour, 10 lb. sack                   | 51c    |
|   |     | 24 1/2 lb. sack                                  | \$1.13 |
|   |     | M & M Milk, Tall can                             | 10c    |
|   |     | Small Can  | 5c     |

- MEAT DEPARTMENT**  
Milk—VEAL—Milk
- |                                     |             |
|-------------------------------------|-------------|
| Boneless Veal Roast                 | lb. 25c     |
| (Nice to slice cold for sandwiches) |             |
| Rib and Shoulder Chops Milk Veal    | lb. 30c     |
| Breast and Neck Milk Veal           | lb. 15c     |
| (For Stewing)                       |             |
| Steer Beef Pot Roast                | lb. 12 1/2c |
| Steer Boiling Beef                  | lb. 10c     |
| Eastern Bacon                       | lb. 40c     |
| (Whole or half side)                |             |
| Fresh Smoked Picnic Hams            | lb. 27 1/2c |
| Shoulder Lamb Roast                 | lb. 22 1/2c |
| Best Compound Shortening            | lb. 15c     |
| Pure Lard                           | lb. 19c     |
| Fancy Dry Picked Roasting Chickens  |             |
| 3 to 3 1/2 lb. average              | lb. 37 1/2c |
| 4 lbs. and up                       | lb. 42 1/2c |
| Choice Stewing Chickens             | Each 75c    |

- FRUIT DEPARTMENT**
- |                           |                |
|---------------------------|----------------|
| Bellflower Apples         | 10 lbs for 25c |
| Northern Burbank Potatoes | 10 lbs. 25c    |

**STOP!**

In Your Mad Rush to Make Money—and SAVE SOME!

**SALE Unclaimed - SUITS -**

Strictly Made-to-Measure **\$15** Newest Fall Fabrics

In all our life we have never made such an offer as this. Don't Waste time looking elsewhere. These values cannot be equalled—POSITIVELY!

Those of you who have bought our good UNCLAIMED SUITS before will say that our present assortment is the finest you've ever seen. Certainly we have never before been able to show such a wide choice of fine materials.

All New FALL SUITS are included. These suits have come to us from some of the best-known tailoring houses in the country. The values speak for themselves. Your only concern will be in finding your size and we believe we can fit practically every man in town—providing they don't wait too long.

**Sale Starts Friday, Sept. 10**

Don't Delay—Be on Hand the Opening Day and Take No Chances of Being Disappointed. Doors Open 8:30 A. M. to 7 P. M. Saturdays til 9 P. M.

**DUNDEE, The Big Tailor**

Edison Bldg., 1417 Marcelina Ave.  
Cleaning—Pressing—All Kinds of Tailor Work

Next to Torrance Herald  
Open Evenings Till 7 o'Clock

You Can Do "It" Through Our Want Ads!